PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Bill Beardslee DATE: December 6, 1990

FROM: James Taylor

SUBJECT: Players Navy Cut/Copylines

Bill,

I have just come out of a review session with Elizabeth Butson on the Players Navy Cut/Copy issues.

After having gone through all the various lines, we were pleased to see that, in essence, we are now all on the same wavelength. Where we are right now, is in looking at ways to reduce the number of lines while still maximizing our ability to look at various copy directions.

To this end, what Elizabeth and I would like you to look at, are the following lines for test in Los Angeles. You will see that the lines bring together an optimum level of variety without losing the spirit of copy exploration.

The lines are as follows:

1. Famous Flavor, Original Taste
2. Fine Cut, Original Taste
3. Very Easy Going
4. Rich Flavor, Finest Cut
5. Natural Aromatic Blend
6. A Different Cut of Flavor
7. Go Overboard

Please give me a call if you have any issues outstanding on this subject.

Regards,

James

cc: E. Butson
L. Suwarna

JT:cl

:57

2044761327

Source: https://www.industrydocuments.ucsf.edu/docs/pqgn0004